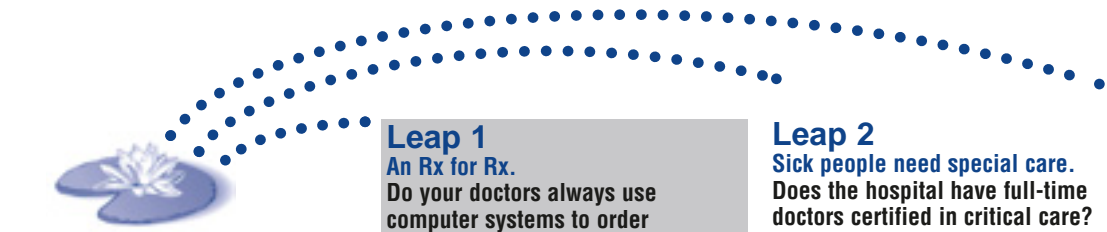


Leaping Toward Higher Standards



Leap 1
An Rx for Rx.
Do your doctors always use computer systems to order prescription medication?

Researchers found that there are 770,000 errors a year in medication administration in hospitals.

Errors could be reduced by at least 55% if hospitals were to implement computer systems for prescribing and administering medications.

Consider how similar are the names of these medications:
Codeine used to treat moderate pain
Cardene used to treat high blood pressure

Leap 2
Sick people need special care.
Does the hospital have full-time doctors certified in critical care?

Physicians with special training in critical care medicine should manage hospital Intensive Care Units (ICUs).

50,000 lives would be saved each year if patients are treated in ICUs that are staffed by physicians with special training.

Leap 3
Practice makes perfect.
How many operations did the hospital perform last year?

Patients should be able to choose hospitals and clinical teams that have better results on certain procedures. Your chances of getting better results depend on the experience of the hospital and the clinical team.

Over 4,500 lives would be saved in one year, researchers found, if patients went to hospitals that had highest levels of experience on the seven selected procedures and treatments.

Colorado Hospitals report to LEAPFROG		Computerized Physician Order Entry	Intensive Care Unit Physician Staffing	Procedures	Meets Volume Targets
Centura Health-Avista Adventist					
Centura Health-St. Anthony Central					
Centura Health-St. Anthony North					
Centura Health-St. Mary-Corwin Pueblo					
Centura Health-Littleton Adventist					
Centura Health-Porter Adventist					
Centura Health-Penrose St. Francis Colorado Springs				Coronary Angioplasty	Exceeds
Community Hospital Grand Junction				Abdominal Aortic Aneurysm Repair	Exceeds
Denver Health Medical Center					
Exempla Lutheran Medical Center					
Exempla St. Joseph Hospital					
Medical Center of Aurora				Coronary Angioplasty	Exceeds
National Jewish Hospital & Research				Coronary Angioplasty	Exceeds
North Suburban Medical Center				Abdominal Aortic Aneurysm Repair	Exceeds
Platte Valley Medical Center Brighton				High Risk Deliveries & Neonatal ICUs	Exceeds
Presbyterian/St. Luke's Medical Center				Coronary Angioplasty	Exceeds
Rose Medical Center				Abdominal Aortic Aneurysm Repair	Exceeds
St. Mary's Hospital and Medical Center Grand Junction				Esophageal Cancer Surgery	Meets
Swedish Medical Center				High Risk Deliveries & Neonatal ICUs	Exceeds

- Fully implemented LEAPFROG's recommended safety practice.
- Good progress in implementing LEAPFROG's recommended safety practice.
- Good early stage effort in implementing LEAPFROG's recommended safety practice.
- Willing to report publicly; did not yet meet LEAPFROG's criteria for a good early stage effort.
- Did not submit this information.

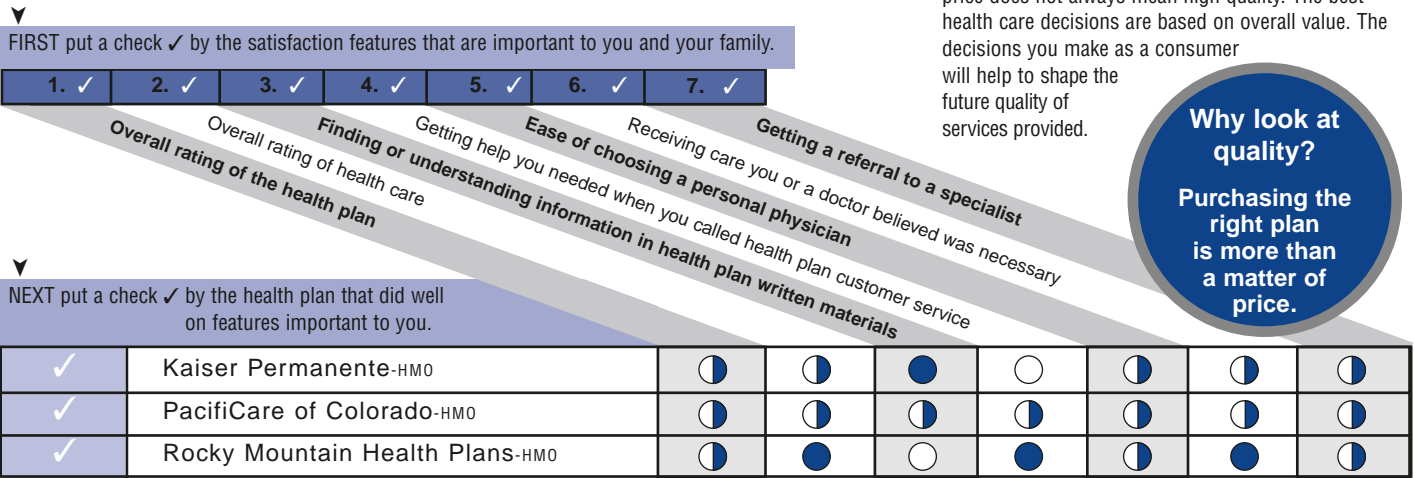
The information is compiled from the answers hospitals provided. The LEAPFROG GROUP does not independently verify the accuracy of the information.



HEALTH MATTERS 2002

2002 Satisfaction Survey Results

One way to measure quality is to see if people are satisfied with the care they receive. Satisfaction surveys are a way to do this. The survey was done by an independent organization. People were asked to report only about their own health plan.



Are you an informed health care consumer? There are differences among health plans. To make an informed choice about your health care, you want to consider quality, coverage, and cost. Low price does not necessarily mean poor quality. Likewise, high price does not always mean high quality. The best health care decisions are based on overall value. The decisions you make as a consumer will help to shape the future quality of services provided.

Why look at quality?
Purchasing the right plan is more than a matter of price.

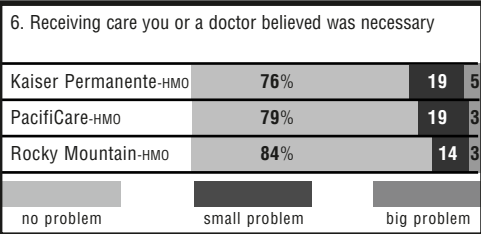
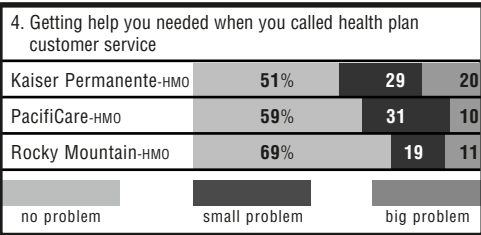
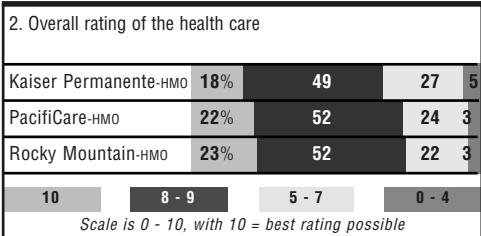
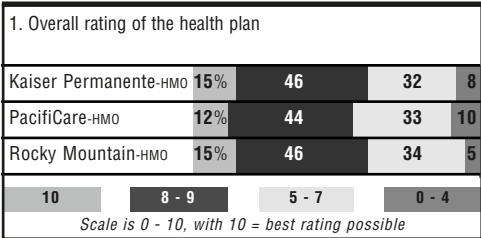
COLORADO BUSINESS GROUP ON HEALTH

PARTNERS IN QUALITY
The Colorado Business Group on Health is a non-profit coalition representing large purchasers of one of your most important benefits — health care services. By working together, we can assure that consumers have the best possible information on health care quality. The CBGH and Colorado health plans have been working on the "big picture" of health care quality since 1996.

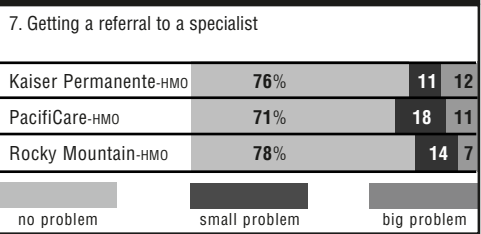
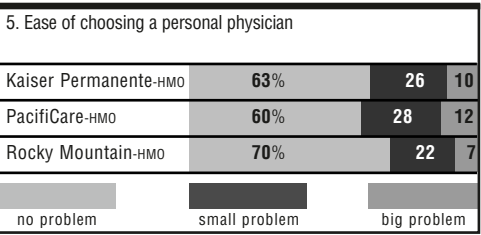
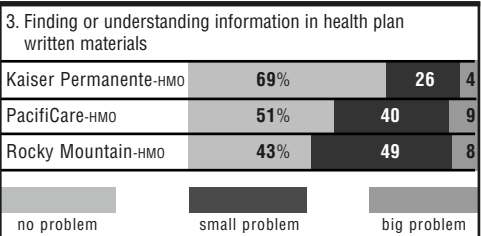
- Members:
- AT&T Broadband
 - City and County of Denver
 - Coors Brewing Company
 - Johns Manville
 - Netnet, Inc.
 - Public Employees' Retirement Association (P.E.R.A.)
 - Qwest Communications International Inc.
 - State of Colorado
 - Storage Technology Corporation
 - TeleTech
 - TIAA-CREF
 - University of Colorado
 - VICORP Restaurants, Inc.
- Affiliates:
- Aventis Pharmaceutical, Inc.
 - Craig Hospital
 - Exempla Healthcare
 - GlaxoSmithKline
 - Hospice of Metro Denver
 - Pfizer Inc.
 - Rocky Mountain Cancer Centers

Visit Health Matters online.
For more information about Colorado health plans, go to the world wide web:
<http://www.coloradohealthonline.com>

What is a quality report?
A quality report looks at measures or standards of health care delivery. There are many areas that can be addressed in report cards. Examples include access to care, effectiveness of care, satisfaction with care, utilization of services, cost of care, and health plan financial stability. Providers and health plans work to continuously improve quality by setting performance goals and working to achieve them. Providers and health plans can use this information to change the way they provide health care services.



- higher than most Colorado health plans
 - similar to most Colorado health plans
 - lower than most Colorado health plans
- HMO plans are compared to the average of seven HMO plans.



Who sets the standards?
The National Committee for Quality Assurance (NCQA) is an independent, nonprofit organization whose mission is to assess and report health plan quality. NCQA produces the Health Plan Employer Data Information Set (HEDIS), the source of the standards reported here.

What is NCQA accreditation?
NCQA accreditation is viewed by many as the seal of approval for health plans. Health plans voluntarily ask NCQA to review their performance; those that meet NCQA's high standards are accredited. The results are available to help consumers who want to choose a health plan based on quality.

Kaiser Permanente, PacifiCare, and Rocky Mountain are accredited by NCQA.

How good is a health plan at keeping me healthy ?

Top quality health plans tell consumers how well they help you stay healthy and provide quality treatment. Select a plan which performs well in categories important to you.

Living with illness and getting better • Living with illness and getting better • Living with illness and getting better • Living with illness and getting better

Eye exams for people with diabetes

Healthy People 2010 Goal — to reduce the incidence of blindness in diabetics.	
Kaiser Permanente-HMO	89%
PacifiCare-HMO/POS	60%
Rocky Mountain-HMO	64%
NCQA Benchmark	66%

Why is it important to me?
Diabetes is the leading cause of blindness in people age 20 to 74. About 24,000 new cases of blindness occur each year. Poor control of blood sugars is directly related to blood vessel damage in the eyes. A dilated retinal examination (not a "vision test") by an eye specialist can detect eye complications related to diabetes. With proper screening and treatment, 8,500 fewer people would go blind each year. The prevalence of diabetes is rising in this country. About 16 million Americans have diabetes, and more than 2,000 persons are newly diagnosed each day.

Follow-up after hospitalization for mental illness

Did follow-up occur?	
Kaiser Permanente-HMO	94%
PacifiCare-HMO/POS	85%
Rocky Mountain-HMO	77%
NCQA Benchmark	87%

Why is it important to me?
There are an estimated five million adults in America with severe mental illness, and about 1.9 million are hospitalized each year. Four of the 10 leading causes of disability are due to mental health disorders. After a person has been in the hospital for a mental illness, they should have an outpatient visit with a mental health practitioner within 30 days of hospital discharge. This is necessary to help the patient's transition back to a normal home and work environment, and to be sure treatment plans are followed.

Childhood immunization rate

Healthy People 2010 Goal — 90%	
Kaiser Permanente-HMO	77%
PacifiCare-HMO/POS	68%
Rocky Mountain-HMO	61%
NCQA Benchmark	79%

Why is it important to me?
Children should get all recommended immunizations. Childhood immunizations help prevent serious illnesses, such as polio, measles and meningitis as they may be life threatening or cause life long disability. Each year, 9,000 children are hospitalized for chicken pox (varicella). Close to six million children could be protected if all children nationwide are fully immunized each year.

What are NCQA Benchmark plan scores?

This score defines excellence. It is the 90th percentile score for all health plans in the country that report their information to NCQA (National Committee for Quality Assurance).

What are Healthy People 2010 goals?

They are national goals for the year 2010 for many prevention efforts. These goals were created by a team of experts working with the Public Health Service in 1999.

Beta blocker treatment after heart attack

Did treatment occur?	
Kaiser Permanente-HMO	98%
PacifiCare-HMO/POS	94%
Rocky Mountain-HMO	95%
NCQA Benchmark	95%

Why is it important to me?
According to the American Heart Association, heart disease is the number one cause of death in America. There is an average of one death every 33 seconds from the disease. Beta blockers are an effective drug used to reduce risks of a second heart attack and death. Beta blockers do this by reducing the heart rate and force of muscle contraction, easing the amount of work the heart must do. As many as 35,000 lives could be saved every year if patients who are good candidates for beta blockers after a heart attack receive this medication when they are discharged from the hospital.

Cholesterol screening after heart attack

Did cholesterol screening occur?	
Kaiser Permanente-HMO	95%
PacifiCare-HMO/POS	78%
Rocky Mountain-HMO	84%
NCQA Benchmark	83%

Why is it important to me?
Elevated cholesterol (the "bad" cholesterol, or LDL) is a major risk factor for heart disease, and heart disease is the leading cause of death in Americans. These LDL cholesterol deposits cause blockage inside blood vessel walls. Nearly 50 million people in this country have high cholesterol. About 40 percent of people with high cholesterol will eventually die from heart disease. Screening and control of LDL cholesterol, especially after a heart attack, can help save lives.

Timeliness of prenatal care

Healthy People 2010 Goal — 90%	
Kaiser Permanente-HMO	94%
PacifiCare-HMO/POS	88%
Rocky Mountain-HMO	92%
NCQA Benchmark	95%

Why is it important to me?
Proper care provided by your doctor, beginning in early pregnancy, is the best preventive medicine for a healthy baby. It is important that the mother is living a healthy lifestyle, has a proper diet and is taking vitamins for best outcomes in birth weight and overall health of the baby. Colorado ranks higher than the national average for low birthweight babies. The chance of death for a low birthweight baby is 40 times higher in the first four months of life than for an average weight baby.

Can I trust this information?

- Physicians and scientists develop the standards.
- All health plans must use the same standards.
- Only **AUDITED** information is reported here. Independent auditors verify the way that health plans collect and measure information.
- Results are **Not Reported** if the results were not statistically significant due to insufficient sample size, unaudited data, or data collection processes which do not conform to published standards.

Women and children staying healthy • Women and children staying healthy

Breast cancer screening

Healthy People 2010 Goal — 60% for women ages 52 to 64.	
Kaiser Permanente-HMO	80%
PacifiCare-HMO/POS	77%
Rocky Mountain-HMO	83%
NCQA Benchmark	81%

Why is it important to me?
Breast cancer is the second most common type of cancer among American women. When the cancer is detected early, there are more treatment options and the chances of survival are much greater. Using mammography along with clinical breast examinations can reduce death from breast cancer by 20 to 40 percent in women over age 50. If all U.S. women over 40 receive mammograms every two years, an additional 10,000 cases of cancer would be found in an earlier, more treatable stage. The American Cancer Society estimates there are 182,800 new cases and 40,800 deaths from breast cancer each year.

Caesarean Section (C-section) rate

Healthy People 2010 Goal — 15%	
Kaiser Permanente-HMO	18%
PacifiCare-HMO/POS	23%
Rocky Mountain-HMO	21%
No NCQA Benchmark established	

Why is it important to me?
A Caesarean Section (or C-Section) is a surgery to deliver a baby. The surgery is necessary when a vaginal delivery presents a danger to the mother or child. However, caesarean surgery also increases the risk of complications to both. The goal should be to have neither too few nor too many caesarean section surgeries.

Cervical cancer screening

Healthy People 2010 Goal — 85%	
Kaiser Permanente-HMO	84%
PacifiCare-HMO/POS	83%
Rocky Mountain-HMO	87%
NCQA Benchmark	81%

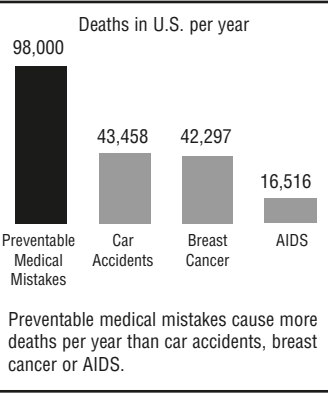
Why is it important to me?
Cervical cancer can be detected by a simple test called a Pap test. Since doctors started using the Pap test, deaths from cervical cancer have been reduced by more than 80 percent. About 6,800 cases of cervical cancer could be detected at an earlier stage if all U.S. women received screening. The American Cancer Society estimates there are 12,800 new cases and 4,600 deaths from cervical cancer each year.

What about patient safety in hospitals?

Patient safety is one of the nation's most pressing health care challenges. Choosing the right hospital can make a big difference to your health.

To Err Is Human: Building a Safer Health System—the 1999 Institute of Medicine report—estimates that as many as 44,000 to 98,000 people die in U.S. hospitals each year as the result of problems in patient safety. Every hour, 10 Americans die in a hospital due to avoidable errors; another 50 are disabled. For too many patients, the wrong medicines are given or the wrong tests are done.

The LEAPFROG GROUP is working to reward hospitals that make improvements in care. More than 100 large companies representing over 26 million consumers belong to the LEAPFROG GROUP! The Colorado Business Group on Health joined last year. The LEAPFROG safety leaps are designed to change the system of health care, not to punish someone for accidents.



What should hospitals do?

Hospitals should report about their efforts to make improvements in care to the LEAPFROG GROUP.

Are most hospitals in the U.S. meeting these leaps?

Not yet. Nationwide 48% of the hospitals responded to LEAPFROG's survey. Many of those reporting are now working on these important initiatives.

Computerized medication order systems are instituted in 3.3% of the reporting hospitals and 30% indicated plans to do so by 2004.

Intensive care units staffed at least eight hours a day by critical care specialists are present in 10% of reporting hospitals and 18% plan to enlist critical care specialists by 2004.

Should every hospital report?
NO. Only the larger hospitals in urban areas are expected to join the LEAPFROG effort. Rural hospitals are now working with purchasers and experts to design better safety systems for them.

What should I do?

Choose the safest hospitals.

Ask the following questions:

- Do your doctors always use computer systems to order prescription medication?
- Does the hospital have full-time doctors certified in critical care?
- How many operations did the hospital perform last year?

Click [View Survey Hospital Results](#) at the bottom of the web page (www.leapfroggroup.org/consumer_intro1.htm) to see if your hospital is listed. If it is, Bravo! Call and commend them for reporting. Preventable medical mistakes are a problem you can do something about.

If it isn't reported, call the hospital Director for Quality and ask when they will.

Colorado hospitals that have not yet reported to the LEAPFROG GROUP as of July 31, 2002

Hospital	City
Boulder Community Hospital	Boulder
Children's Hospital	Denver
Longmont United Hospital	Longmont
McKee Medical Center	Loveland
Memorial Hospital in Colorado Springs	Colorado Springs
North Colorado Medical Center	Greeley
Parkview Medical Center in Pueblo	Pueblo
Poudre Valley Hospital	Fort Collins
University of Colorado Hospital	Denver